



Embassy of the United States of America

U.S. Embassy Tel Aviv Notice of Funding Opportunity (Limited Competition)

Announcement: The Public Diplomacy Section of the United States Embassy in Israel announces the availability of grant funding to conduct a program on **English Language Enrichment and American Culture** at the American Center Jerusalem for specific target groups of Israelis seeking to improve their English language skills. This Federal Assistance program will be covered under the Catalog of Federal Financial Assistance (CFDA) Number: 19.021 titled "Investing in the Middle East and North Africa"

Amount of Award: Proposals that do not exceed \$40,000 will be considered for funding.

The deadline for submission is September 6, 2015.

Purpose: The Office of Public Affairs seeks to fund a project that provides American English language instruction and exposure to American policies, society, values, and culture for diverse populations in Jerusalem and contributes to mutual understanding between Israelis and Americans.

Proposal Key Elements:

- Development of a curriculum with topics relevant to the target groups, and inclusion of content related to contemporary American society and values
- Recruitment of course teachers who are speakers of American English with U.S. TESOL MA degrees
- Provision of strategies for student retention
- Development of an evaluation method to group students appropriately by skill level and to monitor student progress.
- Administration and implementation of the course.

Participants will be recruited in coordination with the American Center Jerusalem. The project is intended for 5 groups with 20 learners in each group. The participants will be selected from target groups of ultra-Orthodox men, ultra-Orthodox women, young entrepreneurs and community activists, with significant representation from minority sectors. Project will provide English language skills to equip participants for greater access to the economy and will focus on promoting and strengthening social cohesion within Israel. At the end of the course, participants will complete a final assignment which demonstrates their improved English skills and how they will enrich their career, social involvement, and/or daily life.

Program Structure:

The program should provide a minimum of 2 hours of structured lessons per week, once a week, for each of 5 groups for a period of 6 months. Classes will be held at the American Center Jerusalem. Progress of students should be evaluated at the beginning, middle and end of the course.

Grantee requirements:

- Grantees must be registered non-profit non-governmental organizations (NGOs) or individuals with relevant knowledge and skills in teaching English language and American culture and a demonstrable track record of performance in successfully carrying out projects of similar scope and content.
- Only applications meeting all required criteria will be considered.

Proposal requirements:

Prior to submission of application, organizations interested in applying should register with the U.S. Government's System for Award Management (SAM) at:
<https://www.sam.gov/index.html/#1>. (This requirement does not apply to individuals.)

Applications (4-7 pages) must include the following:

- Description of your organization, its mission and brief history.
- Unique entity identifier and System for Award Management (SAM)
- Sample syllabus including materials to be used in class - showing how U.S. values will be incorporated into the program and how students will gain a better understanding of U.S. society, values, government, culture, policies, etc.
- Specific strategy and criteria for evaluating the progress of the students
- Detailed budget must be included
- Proposals must be in English

Application submission and further information contact:

Jackie Stein. Email: steinjx@state.gov; cell: 053-420-6837; office: 02-595-2679; with copy to:
Sara Erlanger Email: erlangersf@state.gov; cell: 053-420-6840; office: 02-595-2678.

Notification to applicants:

The Public Diplomacy Section will contact finalists by **10 September 2015**, of their preliminary selection, with instructions for submission of next steps and request for additional documentation, if applicable. (Only successful applicants will be notified.)